

IN THE CLAIMS

No claims are amended the present status of the claims are as follows:

1. (Currently Amended) A method to process media data, comprising:
receiving a request for media data from a requestor;
compressing the media data using [[with]] a custom pixel resolution, wherein the custom pixel resolution is determined based on a connection rate of the requestor that is requesting the media data, wherein the connection rate is associated with a rate of transmission for communication over a network with the requestor, and wherein a size of the compressed media data is decreased when the connection rate is increased indicating the custom pixel resolution is lowered and the size of the compressed media data is increased when the connection rate is lowered indicating the custom pixel resolution is increased; and
streaming a media player with the compressed media data to the requestor at the connection rate.
2. (Original) The method of claim 1 wherein the compressing further includes receiving the custom pixel resolution from the requestor in response to a query issued to the requestor.
3. (Original) The method of claim 1 wherein the compressing and the streaming further include compressing the media data and streaming the compressed media data, wherein the media data is dynamically produced and compressed from a live broadcast.
4. (Original) The method of claim 1 wherein the compressing further includes decreasing the custom pixel resolution when the connection rate is lower than a threshold.
5. (Original) The method of claim 1 wherein the compressing further includes increasing the custom pixel resolution when the connection rate is higher than a threshold.

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6. (Original) The method of claim 1 further comprising encrypting the compressed media data before streaming to the requestor.
7. (Previously Presented) The method of claim 6 wherein the encrypting further includes permitting only the media player which is streamed with the compressed and encrypted media data to know the decryption algorithm necessary to play the media data for the requestor.
8. (Currently Amended) A media data server, comprising:
a data store having media data;
a media player; and
a streaming application to stream portions of the media data from the data store to a requestor in a compressed format along with the media player that plays the compressed format of the portions of the media data, and wherein the portions of the compressed media data are altered to achieve a custom pixel resolution using and based on a connection rate associated with the requestor, and wherein when the connection rate is increased a size of the compressed media data is decreased and the custom pixel resolution is lowered and when the connection rate is decreased the size of the compressed media data is increased and the custom pixel resolution is increased, and wherein the media player self-loads and executes within an environment of the requestor and is configured to decompress the compressed format of the portions of the media data, and wherein the connection rate is associated with a rate of transmission for communication over a network with the requestor.
9. (Original) The media data server of claim 8 wherein the compressed media data is also encrypted and the portions of the media player include the decryption algorithm necessary to decrypt the portions of the media data.
10. (Original) The media data server of claim 8 wherein the media data server interacts with the requestor to determine the connection rate.

11. (Original) The media data server of claim 8 wherein the media data is stored in a single format and is not duplicated within the data store.
12. (Original) The media data server of claim 8 wherein the media data is captured in the data store from a live broadcast and streamed from the data store to streaming application for delivery to the requestor in a compressed format.
13. (Original) The media data server of claim 8 wherein the portions of the compressed media data is also encrypted and the encryption technique is customized to correspond with specific instances of the media player.
14. (Original) The media data server of claim 8 wherein the media data natively resides within the data store in a compressed format.
- 15.-20. (Canceled)